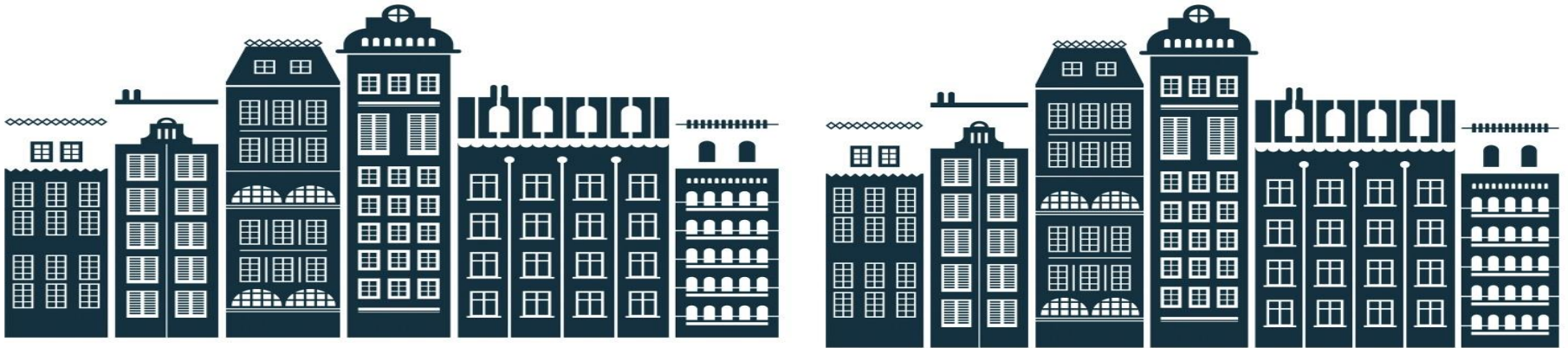


U.S. Department of Housing and Urban Development (HUD)
Office of Lead Hazard Control and Healthy Homes (OLHCHH)

2017 Program Manager School

Developing Partnerships and Intake and Outreach



Indianapolis, IN

Course Objectives

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To provide tips on how to develop and maintain local partnerships and identify simple ways to create effective outreach strategies.



How to Develop Effective Outreach?

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- ❑ Define the mission of your program.
- ❑ What are your work plan goals?
- ❑ Are the goals specific, measurable and targeted to your communities needs?
- ❑ Have you assessed the communities in your area for specific needs and incorporated them?



Using Data

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- How can data help define your mission?
 - Know where you have been and where you are trying to go!
 - Partner Investment- **Pictures say a thousand words.**
 - Day-to-day progress- evaluate and document partners that have investments that are providing results.



Using Data

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- Using data to target your program's outreach and intake activities is an effective strategy to address families at-risk of lead and healthy housing hazards.



- Neighborhoods
- Census Tracts
- High-Risk Zip Codes
- Quadrants

Create Roads to New Partners

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- ❑ Know who your primary partners are and identify who is missing.
 - Keep a list of those that are your ideal partners, find a contact and stay in touch.
 - Keep a list of those you have strong relationships with and an updated contact.
 - Start to think outside the box.



Where Do You Start?

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- ❑ Who are your current partners?
 - Do these partners have existing Lead and Healthy Homes policies?
 - If your contact changes or leaves:
 - Does the partnership dissolve?
 - What incentive is there for them to continue to work with your agency or Continue Lead and Healthy Homes priorities after your program is gone?

Did they get HH training or develop materials they will continue to provide, establish policy or standards that retain HH assessment and intervention?

Next Steps

Think of your wish list....

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- ❑ What partners do you need to fill gaps:
 - Relocation assistance
 - Intake and Outreach referrals
 - Blood Lead Testing and Reporting (you need them to contribute to an evidence base it is not enough to test we need the data!)
 - Rehab and Weatherization needs of families you work with: One Touch Approach, Single Application Programs

Approaching Policy

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□ For Current Partners:

- Use the evidence of successful goals met to make the case for policy to be the next step:
- Examples of ASKS:
 - Require field and management to receive online or in-person training for Lead and Healthy Homes.
 - Require field assessments and referrals to be part of the required actions for their program. Consider mentoring partners by having them spend a day with staff in field and with other community contributors. Show them where they could fit and find value.
 - Regular meetings to collaborate and understand needs.

Don't Only Focus on Funding!

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- It is only one part of many, needed for sustainability.
- Funding without foundation may not exist without a next round of funding or staff turnover.






to Building Partnerships

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- ❑ Educate and Market
- ❑ Execute Agreements/MOUs
- ❑ Monitor Projects/MOUs
- ❑ Pay Promptly
- ❑ Be transparent
 - ❑ Competitive Procurement
 - ❑ Clear Policy and Procedures



What is your
Program's
Reputation?

Educate Partners

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- ❑ Educate and Market the benefits of your Lead Hazard Control Program to
 - Health and Housing Departments,
 - Community Based Organizations,
 - Housing Rehab Agencies
 - Contractors (General, CDBG eligible, Painting)



Develop Partnership Agreements

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- ❑ Agreements/Contracts/MOUs/Bids need:
 - Clear and concise mission statement
 - Responsibility(ies) of each party
 - Measurable Deliverables/benchmarks with a period of performance
 - Payment for deliverables such as eligible application and not events. \$ per
 - Applicable regulations, laws, and policies
 - Kick-off meeting or orientation about LHC requirements and goals



Communicate Often

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- ❑ Communicate Often (highs and lows):
 - Engage partners via quarterly or monthly
 - Request monthly status reports
 - Identify performance issues early in the process
 - Bring partners into the process by evaluating their impact on the program production rate, efficiency, efficacy and sustainability. Let them know their value and impact/need.
 - Provide technical support/training



Pay Promptly

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□ Pay Promptly

- Provide invoice submission checklist to partners and contractors
- Review and reply to invoice issues within 72-hours
- Streamline the process
 - Starts with contract/MOU development details and clarity of expectations and timeline.



Partnership and Outreach Obstacles

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- ❑ Unfamiliar with OLHCHH Lead Hazard Control Grant Program
- ❑ Requirements
- ❑ Not enough money/capital
- ❑ Disengaged from the mission
 - ❑ Contracts/MOU are not clear as to expectations and consequences of poor performance
- ❑ Changes in personnel
- ❑ Timely payments
- ❑ Fear of liability



Overcoming Obstacles

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- ❑ Identify existing Healthy Homes Coalition in your area and join the group.
- ❑ USDA has coalitions in several states that grantees should connect to.



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Overcoming Obstacles

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- ❑ No Healthy Homes Coalition in your area?
 - ❑ Coordinate with interested groups and become a founding member.



Overcoming Obstacles

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- ❑ Host workshops and skills training sessions for CBO's to provide their staff with relevant skills training that will benefit other programs in the area.



Putting It All Together

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- ❑ Characteristics of Effective Partnership:
 - Active Community
 - Local Evidence Base and Community Planning
 - Community Champion
 - Building and maintaining partnership capacity in lead and healthy homes principals that maintains a quality standard for intervention and containment of hazards
 - Investment through outreach, education/curriculum, assessment, behavior intervention and housing remediation funding at multiple points of contact with the most vulnerable population.

Questions

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Thank You!



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